



**KSWB**  
**7191 Engineer Rd.**  
**San Diego, CA 92111**  
**(858) 492-9269**

# CONTRACT

And:

**Del Cielo Media**  
**10755 Scripps Poway Parkway**  
**Suite #550**  
**San Diego, CA 92131**

<u>Contract / Revision</u> 380242 /		<u>Alt Order #</u>
<u>Product</u> Carl DeMaio for Mayor		
<u>Contract Dates</u> 10/01/12 - 10/07/12		<u>Estimate #</u> C01C07
<u>Advertiser</u> Carl DeMaio for Mayor		<u>Original Date / Revision</u> 08/15/12 / 09/28/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSWB	<u>Account Executive</u> House House	<u>Sales Office</u> San Diego KSWB
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	5	10/02/12	10/05/12	M-F 4p-5p	4p-5p		:30			NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-1211--				5	\$175.00			
N 2	5	10/02/12	10/05/12	M-F 7a-9a	7a-9a		:30			NM	10	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-3232--				10	\$275.00			
N 3	5	10/07/12	10/07/12	Su 8a-9a	8a-9a		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S				1	\$100.00			
N 4	5	10/02/12	10/04/12	Wkday Late News Rotator	10P-11P		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-1-1---				2	\$500.00			
<b>Totals</b>											<b>18</b>	<b>\$4,725.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/07/12	18	\$4,725.00	\$4,016.25
<b>Totals</b>	<b>18</b>	<b>\$4,725.00</b>	<b>\$4,016.25</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions printed on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.

RUN DATE 9/28/12  
 RUN TIME 12:13:39  
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BUY DETAIL REPORT

PROGRAM..... BRP101  
 COMPANY..... 02 Del Cielo Media  
 OFFICE..... 01 San Diego  
 MEDIA..... TV TELEVISION  
 CLIENT..... DEMO1 Carl DeMato for Mayor  
 PRODUCT..... DEMO1 Carl DeMato for Mayor  
 ESTIMATE..... C0107 10/1-10/7 BROADCAST  
 STATION..... KSWB T KSWB-TV CHANNEL

RATING SERVICE NSI  
 FLIGHT DATES 10/01/12 - 10/07/12  
 RP35+ COVERAGE .954  
 SHARE: MAY12 PVT: NOV11

ITEM	DAY(S)	TIME	PROGRAM	EA	COST	Q	NUMBER OF SPOTS PER WEEK														TOTAL SPOTS	RP35+
							X															
LEN	MTWTF	TH	FR	SAT	SUN	REF	OC	OC	OC	OC	OC	OC	OC	OC	OC							
	1	2	3	4	5	6	7															
> 5	MTWTF..	Q400P-0500P	DR OZ	175.00	G		1	2	1	1						5	1.1					
	30															159.09						
> 6	MTWTF..	0700A-0900A	FOX5 NEWS / FOX5 MORN	275.00	G		3	2	3	2						10	1.9					
	30															144.74						
7	.....S	0800A-0900A	FOX NEWS	100.00	G									1		1	.9					
	30															111.11						
> 8	MTWTF..	1000P-1100P	FOX5 NEWS 10PM	500.00	G		1		1							2	2.5					
	30															200.00						
10/01/12 - 10/07/12																	TOTAL:	30.4				
TOTAL SPOTS																		18				
TOTAL COST																		4725.00				
																		155.43				

mm 10/1/12  
 taken  
 22/12